

Rep Order# 9776177 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 45126

Printed: 09/18/2012 3:28 PM
Last Received: 09/18/2012 2:45 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product American Crossroads
Estimate# 691
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER NOTE-SPOT ADDED TO SKED AS MKGD FROM PREV
SKED. PLS CNF

was 58,456
+ 350
58,800
09/18/2012
9776177

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*53	SU	1205A-105A		:30	\$350.00	09/23-09/23	1	1	1	\$350.00	
				Sales Remark: V3 ADD								
				V3 Added								

P2

---REPORT TOTALS---

Report Totals: 1 / \$350.00

---SALES MONTHLY TOTALS---

Sep 12: 53 / \$58,800.00
Sales Totals: 53 / \$58,800.00
Station Totals: 53 / \$58,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$217,778	CABL 0%	EKRC 2%	UNKN 0%	WBQC 0%	WCPC 23%
		WKRC 27%	WLWT 28%	WSTR 1%	WXIX 19%	

Books null
Demos RA35+

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Spot Manager: All, 09/18/12-09/27/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45126												
Line: 1												
09/18/12	day	6:12:37 AM	:30	\$650.00	USPRTV6a	Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$650.00								
Line: 2												
09/19/12	day	6:28:44 AM	:30	\$650.00	6a	Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$650.00								
Line: 3												
09/20/12	day	6:04:56 AM	:30	\$650.00	6a	Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$650.00								
Line: 4												
09/21/12	day	6:04:56 AM	:30	\$650.00	6a	Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$650.00								
Line: 5												
09/24/12	day	6:27:44 AM	:30	\$650.00	6a	Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$650.00								
Line: 6												
09/25/12	day	6:20:28 AM	:30	\$650.00	6a	Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$650.00								
Line: 7												
09/26/12	day	6:13:32 AM	:30	\$650.00	6a	Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$650.00								
Line: 8												
09/27/12	day	6:20:58 AM	:30	\$650.00	6a	Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$650.00								
Line: 9												
09/18/12	day	7:28:56 AM	:30	\$450.00	USPRTV CBS	This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$450.00								
Line: 10												
09/19/12	day	7:36:07 AM	:30	\$450.00	CBS	This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$450.00								
Line: 11												
09/20/12	day	7:28:56 AM	:30	\$450.00	CBS	This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$450.00								
Line: 12												
09/21/12	day	7:36:07 AM	:30	\$450.00	CBS	This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$450.00								
Line: 13												
09/24/12	day	7:28:56 AM	:30	\$450.00	CBS	This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	691	P-2	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/27/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45126												
Line: 13												
				\$450.00							1	
Line: 14												
09/25/12	day	7:28:56 AM	:30	\$450.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$450.00							1	
Line: 15												
09/26/12	day	7:29:26 AM	:30	\$450.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$450.00							1	
Line: 16												
09/27/12	day	7:28:56 AM	:30	\$450.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	691	P-2	1	MWASH
				\$450.00							1	
Line: 17												
09/22/12	day	7:06:33 AM	:30	\$500.00		6a-8a Local 12 News Sa	(7:00:00 AM-7:30:00 AM)	American Crossroads	691	P-1	1	MWASH
				\$500.00							1	
Line: 18												
09/23/12	day	9:16:30 AM	:30	\$2,500.00		CBS Sun Morning	(9:00:00 AM-9:30:00 AM)	American Crossroads	691	P-1	1	MWASH
				\$2,500.00							1	
Line: 19												
09/18/12	day	12:59:26 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	691	P-2	1	MWASH
				\$550.00							1	
Line: 20												
09/20/12	day	1:28:41 PM	:30	\$550.00		Young & the Restless	12:30 PM-1:30 PM	American Crossroads	691	P-2	1	MWASH
				\$550.00							1	
Line: 21												
09/24/12	day	12:58:41 PM	:30	\$550.00		Young & the Restless	12:30 PM-1:30 PM	American Crossroads	691	P-2	1	MWASH
				\$550.00							1	
Line: 22												
09/26/12	day	1:29:11 PM	:30	\$550.00		Young & the Restless	12:30 PM-1:30 PM	American Crossroads	691	P-2	1	MWASH
				\$550.00							1	
Line: 23												
09/18/12	day	4:43:21 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	American Crossroads	691	P-2	1	MWASH
				\$850.00							1	
Line: 24												
09/20/12	day	4:50:51 PM	:30	\$850.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	American Crossroads	691	P-2	1	MWASH
				\$850.00							1	
Line: 25												
09/24/12	day	4:36:36 PM	:30	\$850.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	American Crossroads	691	P-2	1	MWASH
				\$850.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/27/12



Date	Week	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45126												
Line: 26												
09/26/12	day	4:43:36 PM	:30	\$850.00		4p Billboard	(4:30:00 PM-5:00:00 PM)	American Crossroads	691	P-2		1 MWASH
				\$850.00								1
Line: 27												
09/19/12	day	6:19:02 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	691	P-2		1 MWASH
				\$1,200.00								1
Line: 28												
09/21/12	day	6:28:01 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	691	P-2		1 MWASH
				\$1,200.00								1
Line: 29												
09/25/12	day	6:19:02 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	691	P-2		1 MWASH
				\$1,200.00								1
Line: 30												
09/27/12	day	6:20:47 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	691	P-2		1 MWASH
				\$1,200.00								1
Line: 31												
09/18/12	day	7:03:56 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	691	P-2		1 MWASH
				\$900.00								1
Line: 32												
09/20/12	day	7:28:34 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	691	P-2		1 MWASH
				\$900.00								1
Line: 33												
09/24/12	day	7:04:26 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	691	P-2		1 MWASH
				\$900.00								1
Line: 34												
09/26/12	day	7:04:26 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	691	P-2		1 MWASH
				\$900.00								1
Line: 35												
09/18/12	day	11:25:56 PM	:30	\$2,400.00	USPRTV	11p M-Su Local 12 News	11:00 PM-11:35 PM	American Crossroads	691	P-2		1 MWASH
				\$2,400.00								1
Line: 36												
09/19/12	day	11:20:19 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	691	P-2		1 MWASH
				\$2,400.00								1
Line: 37												
09/20/12	day	11:11:48 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	691	P-2		1 MWASH
				\$2,400.00								1
Line: 38												
09/21/12	day	11:05:44 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	691	P-2		1 MWASH

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Spot Manager: All, 09/18/12-09/27/12

Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45126												
Line: 38												
				\$2,400.00							1	
Line: 39												
09/24/12 day		11:34:00 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	691	P-2	1	MWASH
				\$2,400.00							1	
Line: 40												
09/25/12 day		11:27:26 PM	:30	\$2,400.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	American Crossroads	691	P-2	1	MWASH
				\$2,400.00							1	
Line: 41												
09/26/12 day		11:26:37 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	691	P-2	1	MWASH
				\$2,400.00							1	
Line: 42												
09/27/12 day		11:18:27 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	691	P-2	1	MWASH
				\$2,400.00							1	
Line: 43												
09/18/12 day		12:24:45 XM	:30	\$650.00	USPRTV	Letterman	11:35 PM-12:35 XM	American Crossroads	691	P-2	1	MWASH
				\$650.00							1	
Line: 44												
09/19/12 day		11:46:45 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	American Crossroads	691	P-2	1	MWASH
				\$650.00							1	
Line: 45												
09/20/12 day		11:46:45 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	American Crossroads	691	P-2	1	MWASH
				\$650.00							1	
Line: 46												
09/21/12 day		12:24:30 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	American Crossroads	691	P-2	1	MWASH
				\$650.00							1	
Line: 47												
09/24/12 day		12:23:45 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	American Crossroads	691	P-2	1	MWASH
				\$650.00							1	
Line: 48												
09/25/12 day		11:59:15 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	American Crossroads	691	P-2	1	MWASH
				\$650.00							1	
Line: 49												
09/26/12 day		12:11:30 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	American Crossroads	691	P-2	1	MWASH
				\$650.00							1	
Line: 50												
09/27/12 day		12:23:30 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	American Crossroads	691	P-2	1	MWASH
				\$650.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/27/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: American Crossroads

Agency: Crossroads Media

Station: WKRC-TV

Order: 45126

Line: 51

09/22/12 day	5:49:06 PM	:30	\$750.00	SEC Football	12:00 PM-7:00 PM	American Crossroads	691	P-3	1 MWASH
			\$750.00						1

Line: 52

09/23/12 day	12:56:56 PM	:30	\$7,500.00	AFC Regular Season	(1:00:00 PM-4:00:00 PM)	American Crossroads	691	P-2	1 MWASH
			\$7,500.00						1

Line: 53

09/23/12 day		:30	\$350.00	Sun 1205a-105a	1205a-105a	American Crossroads	691	P-2	1 MWASH
			\$350.00						1
			\$58,800.00						53
			\$58,800.00						53
			\$58,800.00						53
			\$58,800.00						53
			\$58,800.00						53

[Filtered by:] [Sorted by: Station]